



PLAN
TO
play

2016 Metro Parks
and Greenways
Master Plan

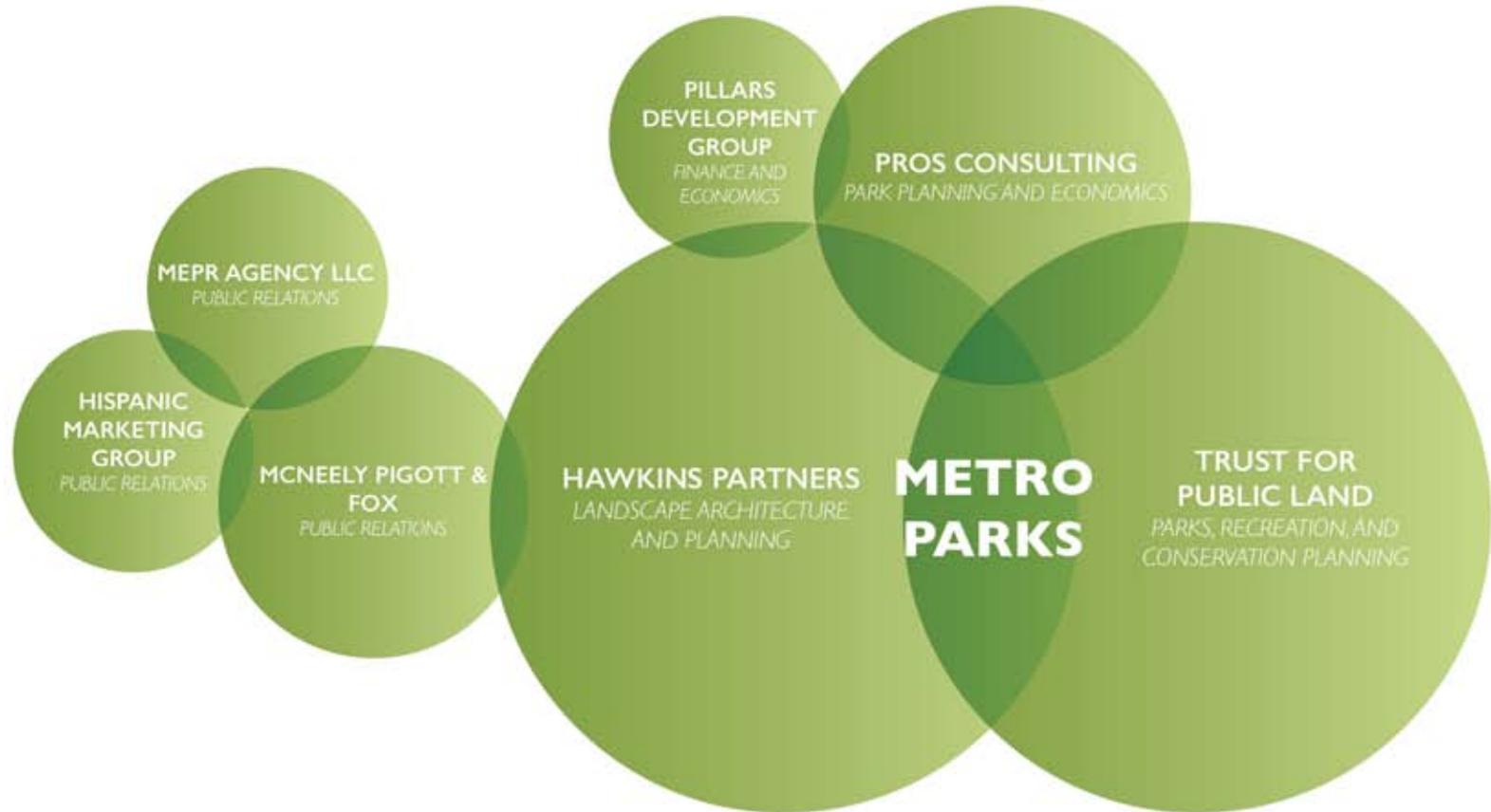
June 2016 Public Meeting No.1

METRO PARKS AND GREENWAYS MASTER PLAN 2016

SUPPORTING PROJECT PARTNERS



Master Plan Project Team



Tonight's Agenda

Presentation:

- Overview of Reasons for 2016 Planning Effort
- Overview of Plan Process / Schedule
- Benefits of Parks and Greenways
- Overview of the Existing System
- National Trends in Parks and Recreation
- Early Input From the First Survey

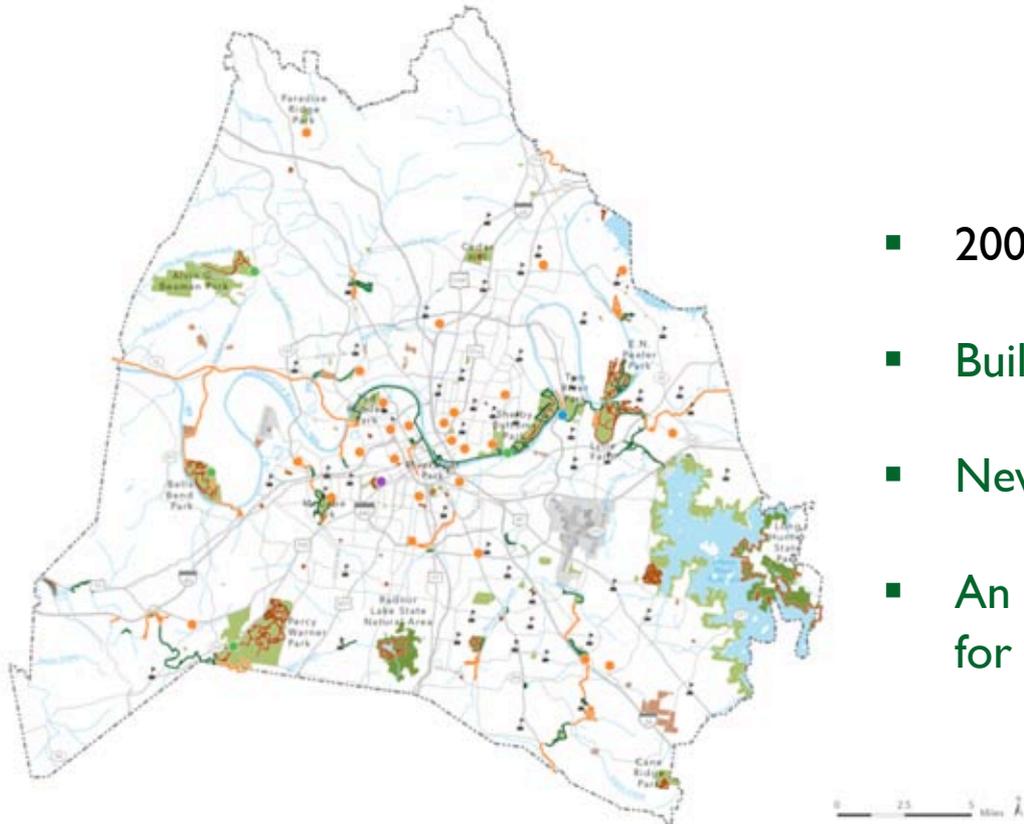
Interactive Discussion:

- Community Survey
- Open House Stations



WHY NOW?

Why Now?

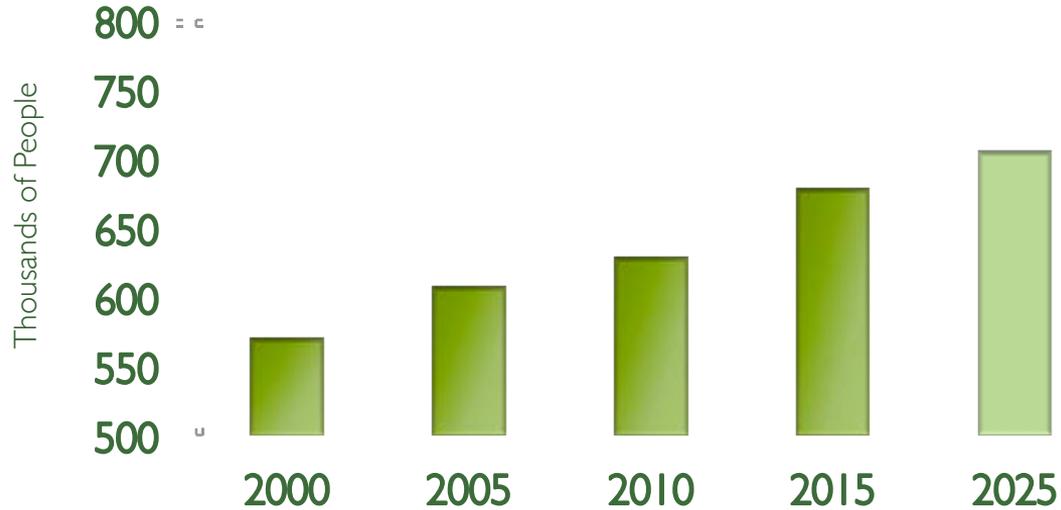


- 2002 *Parks & Greenways Master Plan*
- Build on recent planning excellence
- New needs & emerging trends
- An efficient, equitable, sustainable strategy for park system growth

Why Now?

Demographic Trends

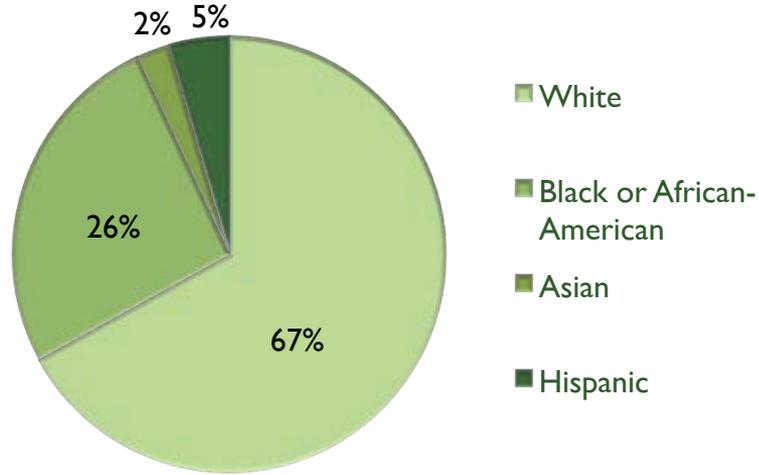
Population Growth



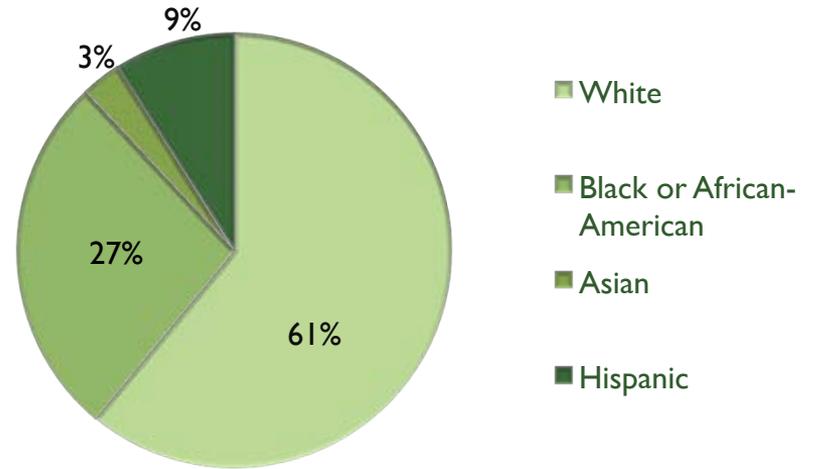
Why Now?

Demographic Trends

Demographics - 2000



Demographics - 2015



THE PROCESS

Community Input

Surveys & Outreach

- Telephone Survey
- Web-based Surveys
- Written Surveys
- Social Media
- Website

Public Meeting #1

June 8 and 9

- Inventory Review and Analysis
- Facilities and Programs Overview
- Needs Assessment
- Issue Identification

Public Meeting #2

October 2016

- Policy Analysis and Comparables
- Guiding Principles and Values
- Preliminary Recommendations and Plan Options
- Draft Implementation Program

Public Meeting #3

January 2017

- Final Master Plan Presentation
- Capital and Program Improvement Recommendations
- Operating Budget Recommendations
- Phasing & Priorities

Community Input

Stay Connected

Website:

plantoplay.nashville.gov

or search: Plan To Play Nashville

Facebook:

@PlanToPlayNashville

Twitter:

@PlanToPlayNash

Project Schedule

PART 1

INVENTORY + ANALYSIS

- FACILITIES AND PROGRAMS
- INVENTORY OF PAST AND CURRENT PLANS
- PUBLIC SURVEYS
- PEER CITY BENCHMARKING

PART 2

POLICY FRAMEWORK

- POLICY ANALYSIS + COMPARABLES
- GUIDING PRINCIPLES AND VALUES
- GOALS + OBJECTIVES

PART 3

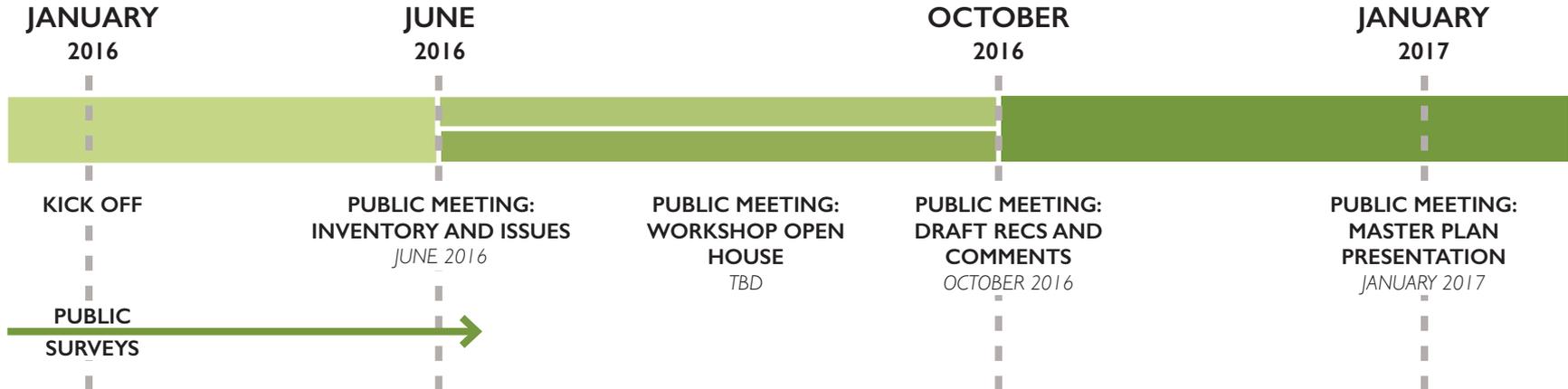
PRELIMINARY PLAN OPTIONS

- ISSUE ID + GOAL CONFIRMATION
- LEVEL OF SERVICE RECS
- IDENTIFICATION OF SERVICE GAPS
- LAND ACQUISITION AND DEVELOPMENT

PART 4

RECOMMENDATIONS AND IMPLEMENTATION

- CAPITAL + PROGRAM IMPROVEMENT
- OPERATING BUDGET RECS
- PHASING + PRIORITIES
- FUNDING STRATEGIES



The Process

Inventory



- Types and Distribution of Facilities
- Programs
- Attendance and Utilization
- Existing Levels of Service (LOS)
- Previous and Current Plans
- Operations and Maintenance
- Budgets, Financing and Revenues

The Process

Needs Assessment

- Issues Identification
 - ❑ Public Meetings
 - ❑ Telephone and Web-based Surveys
- Identify Current and Projected Underserved Areas of Davidson County
- Recreation Trends Analysis
- Peer City Benchmarking – Comparing Nashville to Other Similar U.S. cities



The Process

Policy Framework



- Mission Statement
- Guiding Principles and Values
- Policy Analysis
- S.M.A.R.T. Goals and Objectives for:
 - Recreation
 - Natural and cultural resources
 - Countywide open space
 - Financing and revenues

The Process

Capital Improvements Program



- Existing Facility Improvements
- New Facility Additions
- Land Acquisition
- Estimated Costs
- Prioritization

The Process

Implementation Strategy

- Operating and capital budgets
- Earned income
- Non-traditional funding sources
- Private–public partnerships
- Approach – applicable best practices
- Master Plan funding strategy



Benefits of Parks and Greenways

Enhanced
Property
Value

Reduced
Stormwater

Air Pollution
Removal
by Vegetation

Tourism
Spending

Recreational
Use by
Residents

Improved Health
of Residents



METRO PARKS and GREENWAYS **SYSTEM**

The Current System

Park Classifications



Church Street Park (Mini Park)



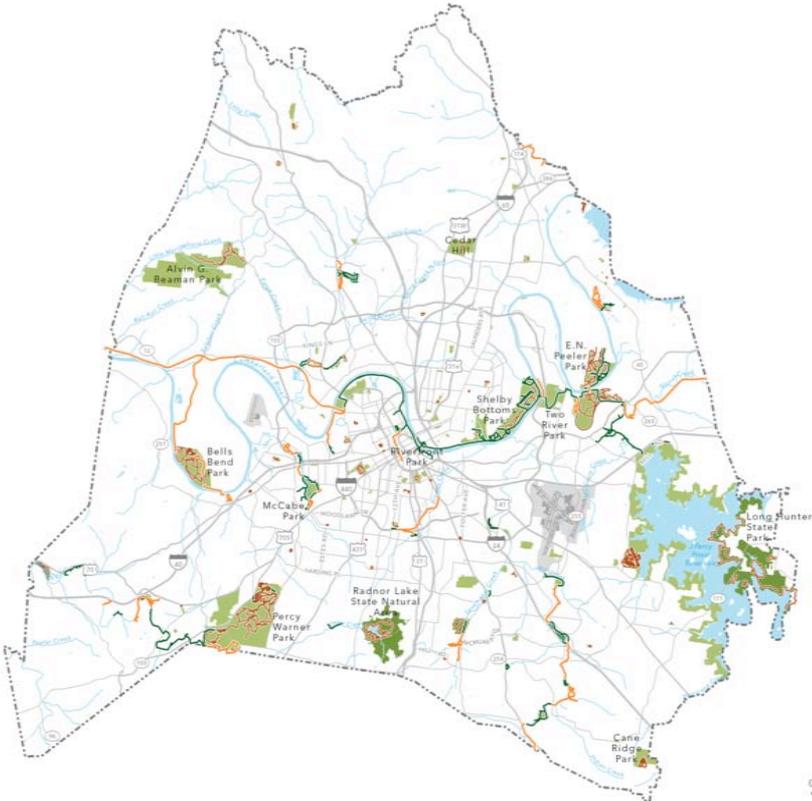
Shelby Bottoms Park and Greenway (Regional Park)

Current Park Classifications:

- **Mini-Parks (<5 acres)**
- **Neighborhood Parks (5 – 20 acres)**
 - Morgan Park, Fannie Mae Dees Park, Tom Joy Park, Cleveland Park, Bellevue Park
- **Community Parks (20 -50 acres)**
 - E.S. Rose Park, Hermitage Park, Pitts Park, Madison Park, Hadley Park
- **Regional Parks (50+ acres)**
 - Two Rivers Park, Warner Parks, Shelby Bottoms, Cedar Hill Park, Beaman Park

The Current System

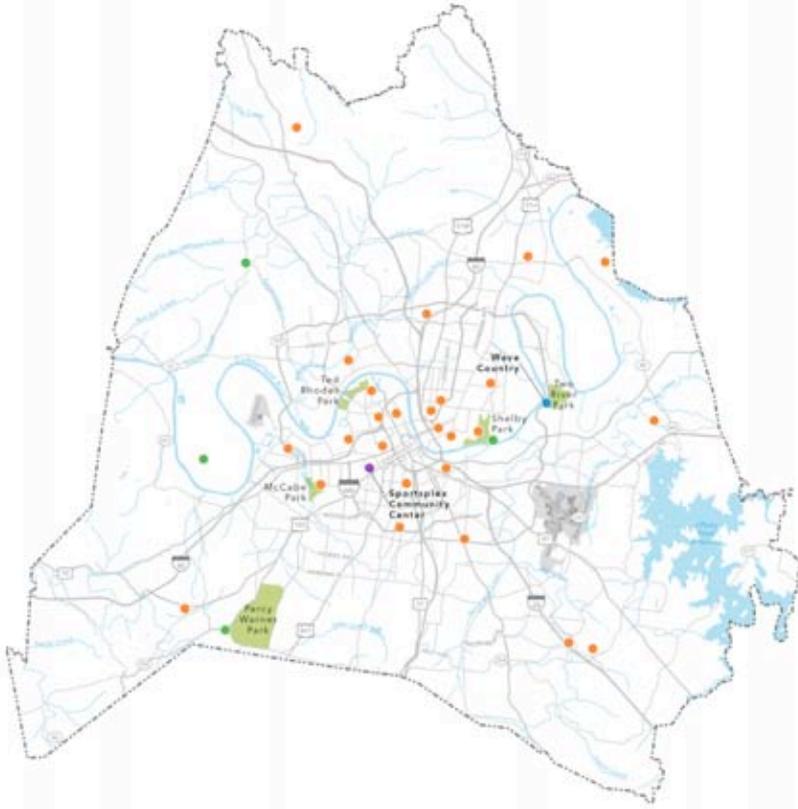
Greenways and Trails



- 11 Greenway Corridors
- 216 Total Trail Miles
 - 88 miles – Greenway trails
 - 66 miles – Primitive & hiking trails
 - 17 miles – Horse trails
 - 23 miles – Mountain bike trails
 - 22 miles – Park paths

The Current System

Community + Nature Centers



- **26 Community Centers**
 - 7 Regional Centers
 - 19 Neighborhood Centers
- **4 Nature Centers**

The Metro Parks and Greenways SYSTEM

Types of FACILITIES and PROGRAMS

The Current System

Types of Park Facilities



Community Centers



Nature Centers



Golf Courses



Senior Citizen Centers



Aquatic Center



Tennis Courts



Ball Fields



Playgrounds



Centennial Sportsplex



Parthenon



Ascend Amphitheater



Wave Country

The Current System

Types of Greenway Facilities

- **Over 85 miles of Greenway Trails**
 - Gulch Greenway
 - Mill Creek Greenway
 - Richland Creek Greenway
 - Shelby Bottoms Greenway
 - Stones River Greenway
- **Over 66 miles of Walking and Hiking Trails**
 - Beaman Park
 - Bells Bend
 - Shelby Bottoms Park
 - Warner Parks



The Metro Parks and Greenways SYSTEM

Types of Park **Programs**

The Current System

Types of Park Programs



After School Programs



Arts Classes
(Dance, Drama, Music, Visual)



Exercise / Workout
Classes



Health and Wellness



Nature Programs



Open Gym/Track/Pool



Organized Activities
(Pickle Ball, Badminton, Ice Skating)



Outdoor Recreation



Programs for
People With Disabilities



Senior Classes



Sports Leagues



Swimming Lessons

Planning **Process**

The Planning Process

PART 1

**Where are
you now?**

- EXISTING DATA:
- FACILITIES
 - PROGRAMS

PART 2

**Where do you
want to go?**

- COMMUNITY INPUT
- FUTURE TRENDS
- BENCHMARKING
- VISION AND GOALS

PART 3

**How do you
get there?**

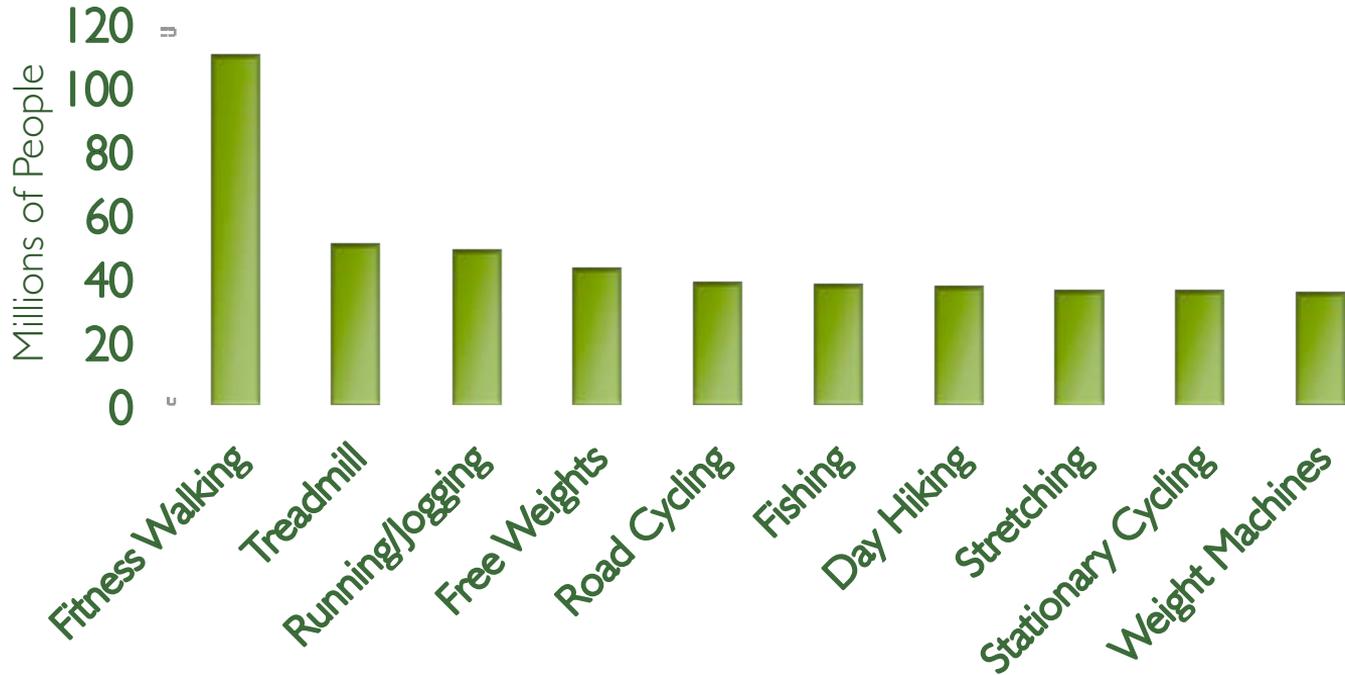
- PLANNING PRIORITIES
- FUNDING
- IMPLEMENTATION

NATIONAL TRENDS

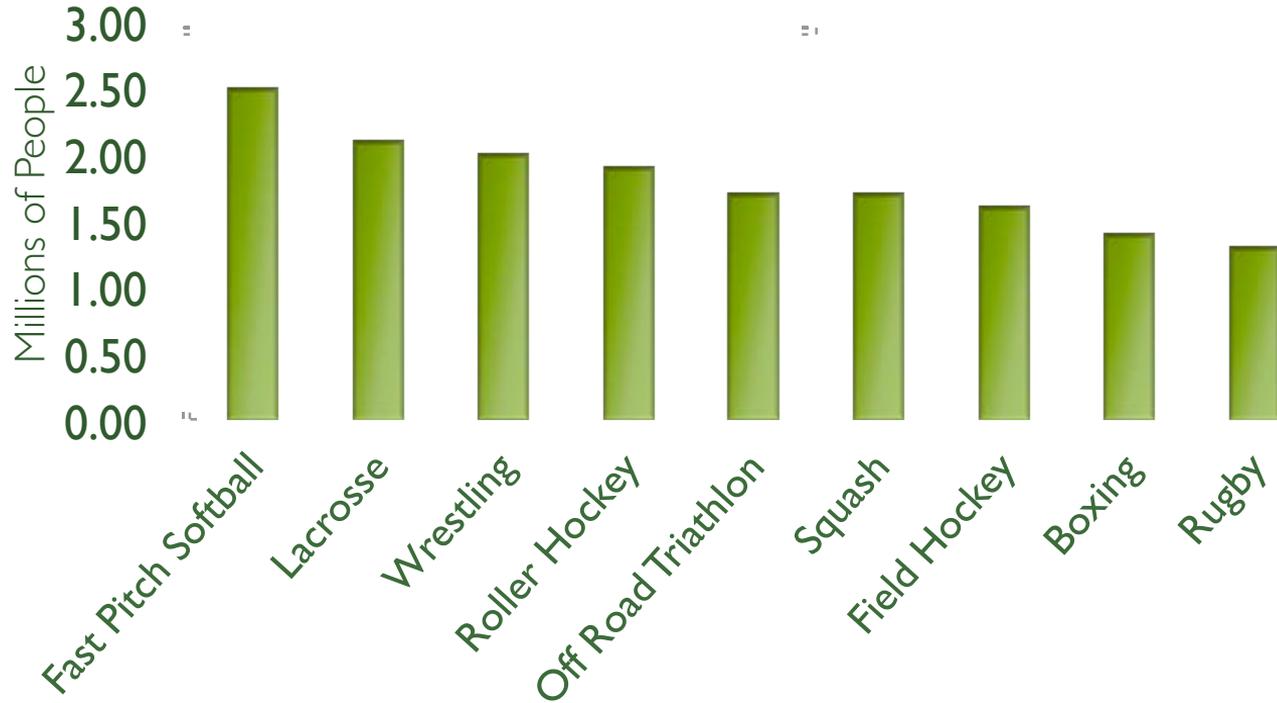
Methodology and Data Sources

- Sports & Fitness Industry Association (SFIA) – 2016 Findings
- Outdoor Foundation Recreation Participation – 2016 Findings
- Physical Activity Council – 32,658 online interviews in 2015
- Survey goals:
 - Establish levels of activity
 - Identify key participatory trends in recreation across the U.S.

SFIA 2015 Activities With the Highest Participation

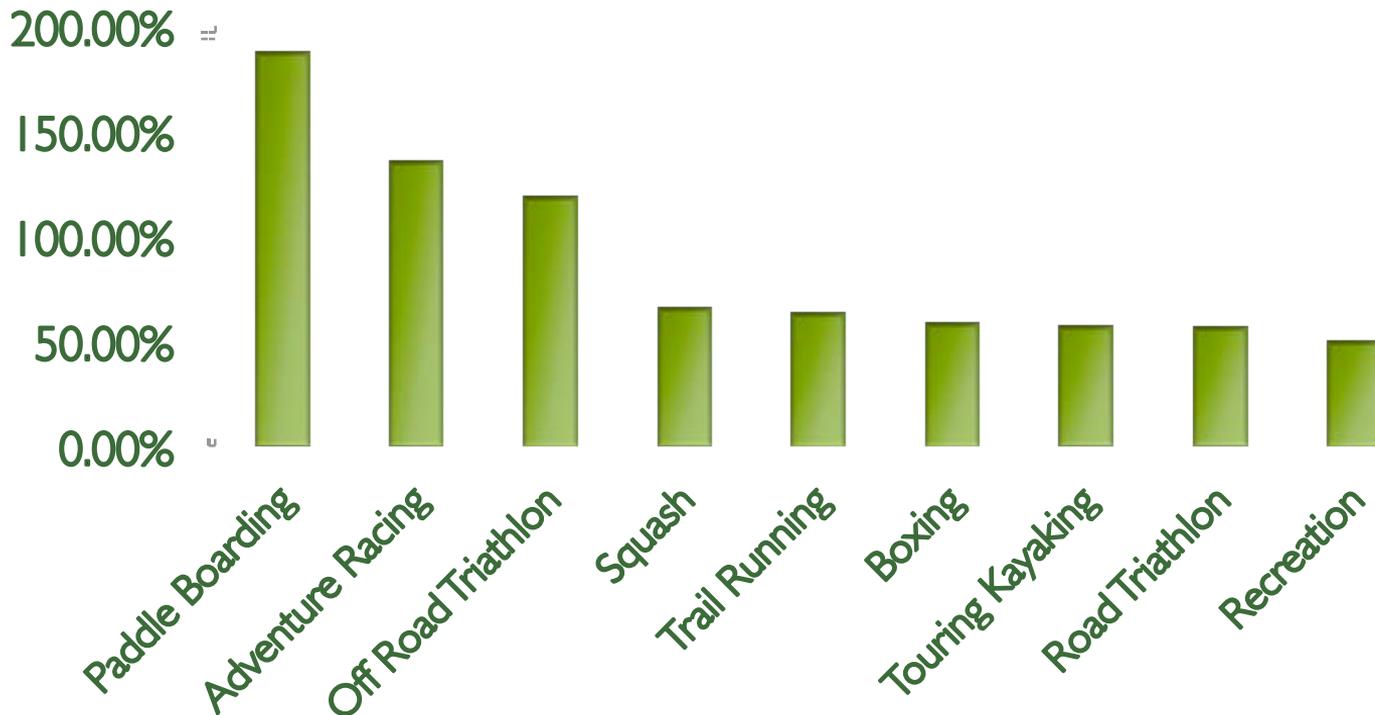


SFIA 2015 Activities With the Lowest Participation



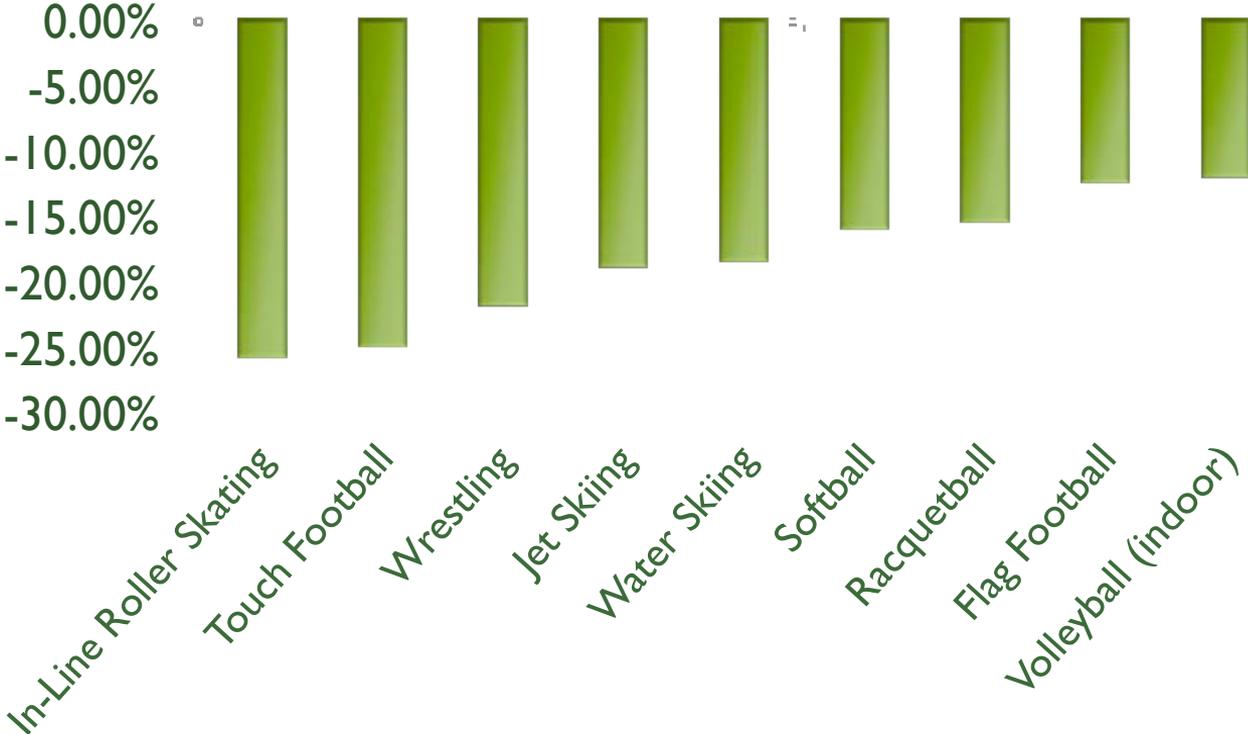
National Trends

Five-Year Trend



National Trends

Five Year Trend



TELEPHONE SURVEY SUMMARY

Telephone Survey Methodology

- Survey conducted by Survey Sample International
- **451 adult** Nashville residents
- The survey has an error rate of +/- 4.6% for the total sample at a 95% confidence level
- Blended survey:
 - **176 online** (random panel sample)
 - **275 telephone** (60% landline, 40% cell phone)
 - Optional Spanish-language interviewer

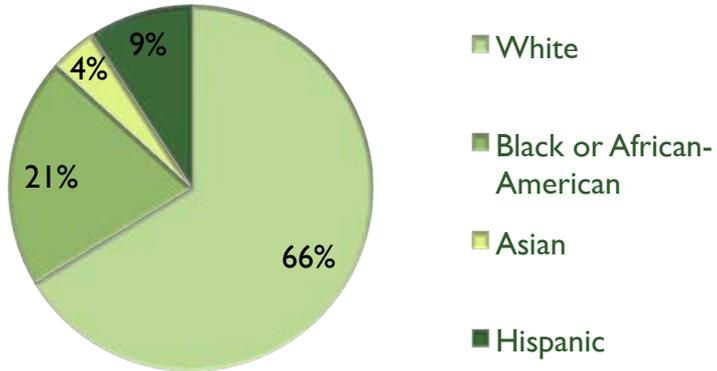


Telephone Survey

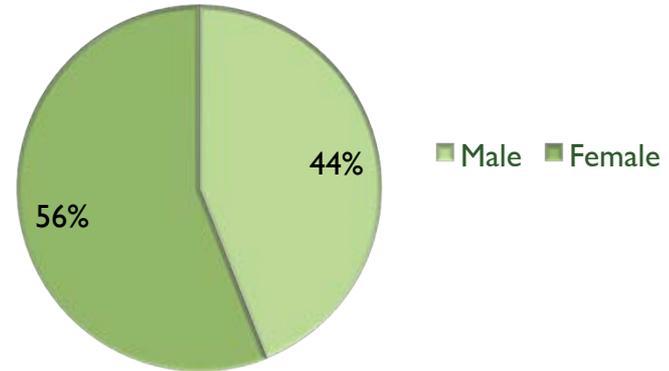
Demographics

- The study's sample was similar to the actual adult population in Nashville

Sample Demographics: Race



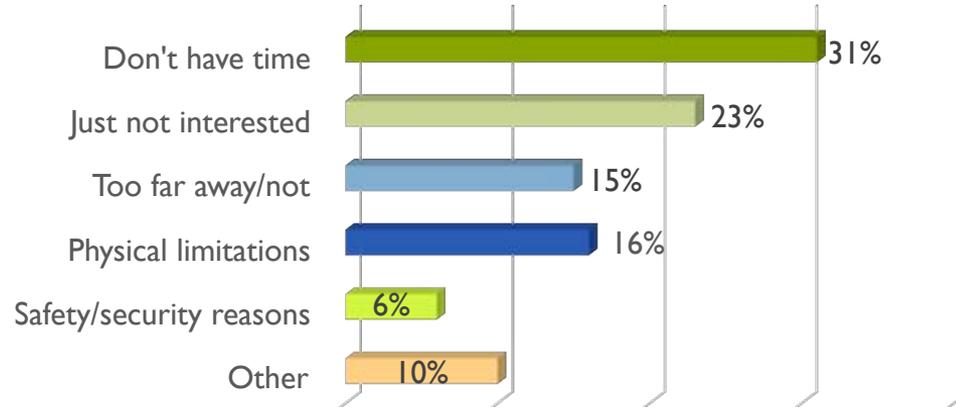
Sample Demographics: Gender



Telephone Survey

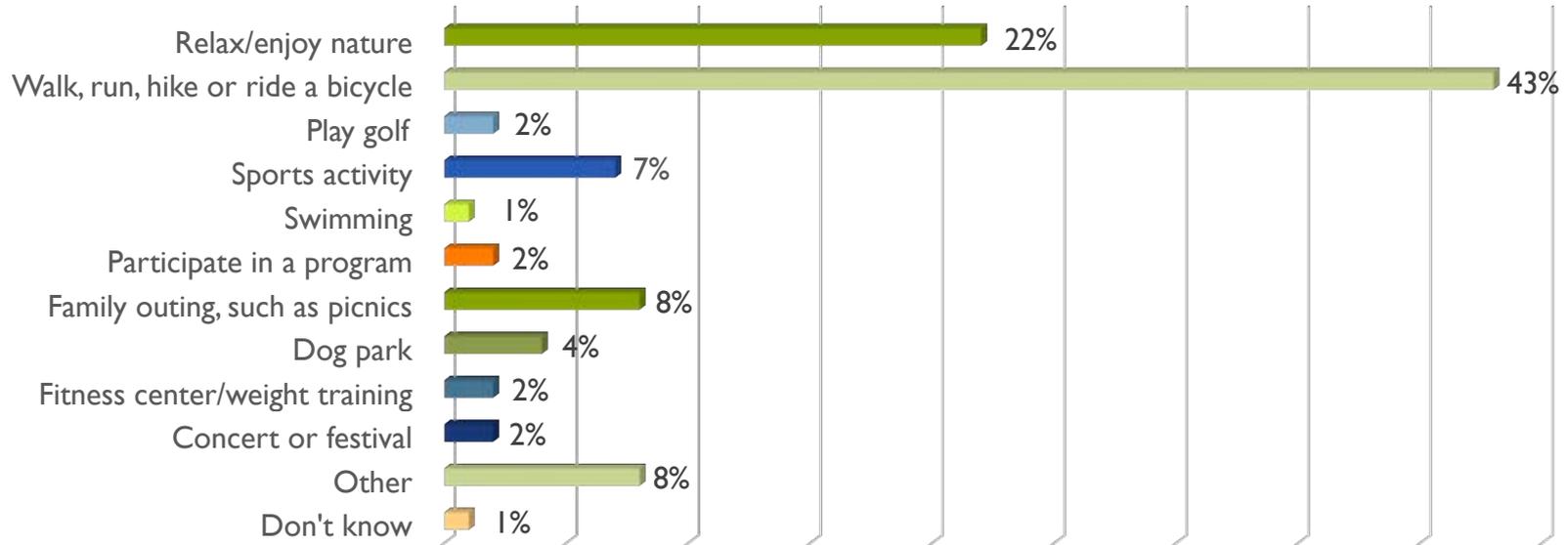
Frequency of Use

- 64% of residents visit a park or park facility on a regular basis (at least once or twice per month)
- 21% have participated in a Parks program
- 15% of respondents don't use parks or facilities for the following reasons:



Telephone Survey

Most Popular Uses of Parks and Greenways



Rating of Metro Parks and Greenways

- 88% of respondents who have participated in programming within the past year rate the quality of programming as excellent or good.
- 82% of respondents think the value, appearance and recreational opportunities of parks and greenways are excellent or good.
- 68% of respondents think the Parks Department is doing an excellent or good job maintaining the physical condition of the parks relative to its budget constraints.

Telephone Survey

Perceived Safety

- 90% of residents say they feel very safe or somewhat safe when they go to a Metro Park.
- 79% of residents say they feel very safe or somewhat safe when they go to a greenway.



Telephone Survey

Funding

- 77% of residents strongly or somewhat agree that Metro should provide additional funding to the department when informed of the gap between Metro's per capita budgeting for parks compared to the national average.
- 94% of residents strongly or somewhat support the Parks Department preserving more green space and acquiring additional property to develop new parks and greenways.

Telephone Survey

Funding

- 65% favored new investment at existing parks and facilities versus spending on developing new facilities.
- 49% of residents strongly or somewhat agree that Metro Parks should increase program fees so that specific users are paying a bigger share of costs.



Interactive Participation

- Remember: System-wide Topics
- Tonight's Participation Format
- Overview of Park System Survey

**Please take the next 10 minutes to
complete the
Park System Survey**

Systemwide Topics

Participation Stations

- ① Spending and Funding Priorities
- ② Services
- ③ Facilities and Programs

Participation Stations

① Spending and Funding Priorities

If you had \$100 to spend, how would you allocate it among Metro Parks funding needs?

Systemwide Topics

Participation Stations

② Metro Parks Services

What are the most important
SERVICES Metro Parks currently
provides?

Participation Stations

③ Facilities and Programs

What do you wish you could do at Metro Parks that's **not currently available to you or is in short supply?**

What **NEW FACILITIES** or **PROGRAMS** should be considered?



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